

THE DAILY GAMECOCK

We offer a 20 percent discount on the second ad of schedule and 30 percent for all remaining ads. To receive the discount, no changes are allowed. Any time you start a new ad schedule, you will pay full price for the first ad and receive discounts on all other ads on that schedule. The discounted rates listed below are offered in exchange for a commitment to a specified amount. A contract must be signed in order for the rate to apply. All advertising charges (color, online, special sections, etc.) will count toward achieving the contract.

Local		×	Univ./Nonprofit		×	Student Org.		×	National	
Open	\$9.00	×	Open	\$8.00	×	Open	\$7.00	×	Open	\$11.30
\$2,000	\$8.80	×	\$2,000	\$7.50	×	\$1,000	\$6.80	×	\$2,000	\$11.00
\$3,000	\$8.60	×	\$4,000	\$7.00	×	\$2,000	\$6.60	×	\$5,000	\$10.70
\$4,000	\$8.40	×	\$6,000	\$6.50	×	\$5,000	\$6.00	×	\$10,000	\$10.20
\$5,000	\$8.20	×	\$10,000	\$6.00	×	\$10,000	\$5.50	×	\$15,000	\$9.70
\$7,000	\$7.90	×	\$15,000	\$5.50	×	\$15,000	\$5.00	×	\$25,000	\$9.20
\$10,000	\$7.60	×	\$20,000	\$5.00	×	\$25,000	\$4.50	×	\$35,000	\$9.00
\$15,000	\$7.00	×								
\$20,000	\$6.50	×								
\$30,000	\$6.00	×								

We charge a 20 percent premium for guaranteed positioning if the space requested is available. All rates listed are per column-inch.

6 x 20.8"

3 x 20.8"

6 x 10.5"

3 x 10.5"

3 x 5"

3 x 2"

Columns

1 = 1.511"

2 = 3.189"

3 = 4.867"

4 = 6.540"

5 = 8.220"

6 = 9.890"

Deadlines: Get it done, son!	To run an ad on: _____ → Reserve space by: _____ → And approve artwork by: _____		
	Monday	→ Wednesday, 5PM	→ Friday, 11AM
	Tuesday	→ Thursday, 5PM	→ Monday, 11AM
	Wednesday	→ Friday, 5PM	→ Tuesday, 11AM
	Thursday	→ Monday, 5PM	→ Wednesday, 11AM
	Friday	→ Tuesday, 5PM	→ Thursday, 11AM

